

PBSS PERFORMANCE
C-STORES

PBSS WEEKLY MONEY-OFF INCIDENCE C-STORES													
	5/11/96	5/18/96	5/25/96	6/1/96	6/8/96	6/15/96	6/22/96	6/29/96	7/6/96	7/13/96	7/20/96	7/27/96	June vs May
B&H	7.0%	6.7%	8.1%	7.2%	14.5%	19.9%	12.9%	12.0%	9.4%	8.7%	9.1%	8.3%	7.6%
MERIT	7.3%	7.1%	7.3%	7.9%	16.5%	21.1%	14.1%	12.7%	10.8%	10.1%	9.4%	9.5%	8.7%
V. SLIMS	6.8%	9.0%	8.1%	9.9%	17.2%	21.7%	14.5%	13.0%	9.0%	10.5%	7.7%	8.6%	8.2%
PARLIAMENT	3.6%	2.7%	3.4%	4.0%	6.5%	7.2%	5.5%	5.9%	6.2%	6.8%	7.4%	7.4%	2.9%
PBSS CUMULATIVE MONEY-OFF INCIDENCE C-STORES													
	5/11/96	5/18/96	5/25/96	6/1/96	6/8/96	6/15/96	6/22/96	6/29/96	7/6/96	7/13/96	7/20/96	7/27/96	
B&H					14.5%	25.1%	28.8%	33.9%	37.5%	39.9%	41.2%		
MERIT					16.4%	27.6%	31.7%	36.1%	39.1%	41.5%	43.2%		
V. SLIMS					17.2%	28.2%	32.3%	36.2%	38.3%	40.8%	41.7%		
PARLIAMENT					6.5%	9.8%	11.9%	14.5%	16.8%	17.5%	18.4%		
PREMIUM BRAND WEEKLY SHARE C-STORES													
	5/11/96	5/18/96	5/25/96	6/1/96	6/8/96	6/15/96	6/22/96	6/29/96	7/6/96	7/13/96	7/20/96	7/27/96	June vs May
OPB	7.8%	8.0%	7.9%	8.0%	7.9%	8.1%	8.1%	8.1%	8.0%	7.9%	7.9%	7.9%	0.1%
B&H	2.1%	2.1%	2.1%	2.1%	2.1%	2.1%	2.2%	2.1%	2.1%	2.1%	2.1%	2.1%	0.1%
MERIT	2.7%	2.8%	2.7%	2.7%	2.7%	2.8%	2.8%	2.8%	2.8%	2.7%	2.8%	2.7%	0.1%
V. SLIMS	2.4%	2.4%	2.4%	2.5%	2.4%	2.5%	2.4%	2.4%	2.4%	2.4%	2.4%	2.4%	0.0%
PARLIAMENT	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.0%

206233750Z

Source: Nielsen